

ORDER



Orders

Order / Rev:	51484
Alt Order #:	09801886
Product Desc:	SENATE MAJORITY PAC
Estimate:	1662
Flight Dates:	08/24/12 - 08/31/12
Original Date / Rev:	08/23/12 / 08/23/12
Order Type:	GENERAL

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency

Name:	Waterfront Strategies
Buying Contact:	
Billing Contact:	
	3050 K St NW, #100
	Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Senate Majority PAC
Demographic:	A35+
Product Codes:	Issues/Propositions
Priority:	P-1
Revenue Codes:	AGY, POL-ISS, GEN

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	11	\$4,360.00	\$3,706.00
08/27/12	08/31/12	29	\$9,040.00	\$7,684.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	11	\$4,360.00	\$3,706.00	0.00
September 2012	29	\$9,040.00	\$7,684.00	0.00
Totals	40	\$13,400.00	\$11,390.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Fox 30 JAX	14%	\$13,400.00
Market	100%	\$95,714.29

Competitive Share

CABLE	0%	\$0.00
EAWS	1%	\$957.14
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WCWJ	1%	\$957.14
WJXT	26%	\$24,885.71
WJXX	9%	\$8,614.29
WTEV	21%	\$20,100.00
WTLV	28%	\$26,800.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAWS	08/24/12	08/30/12	Action News @ 5a Action News @ 5a	CM	5:00 AM-5:30 AM	MTWTF--	:30	4	\$50.00	P-1	0.00	NM	4	\$200.00
ACTION NEWS AT 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/24/12	08/30/12	MTWTF--		4		\$50.00		0.00					
E 2	WAWS	08/24/12	08/30/12	Action News @ 530a Action News @ 530a	CM	5:30 AM-6:00 AM	MTWTF--	:30	3	\$70.00	P-1	0.00	NM	3	\$210.00
ACTION NEWS AT 530AM															

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Advertiser: Senate Majority PAC
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 Estimate: 1662

Fox 30 JAX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WAWS	08/24/12	08/30/12	Action News @ 530a Action News @ 530a	CM	5:30 AM-6:00 AM	MTWTF--	:30	3	\$70.00	P-1	0.00	NM	3	\$210.00
		ACTION NEWS AT 530AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/24/12	08/30/12	MTWTF--		3				\$70.00		0.00			
E 3	WAWS	08/24/12	08/30/12	Action News @ 7a Action News @ 7a	CM	7:00 AM-8:00 AM	MTWTF--	:30	2	\$70.00	P-1	0.00	NM	2	\$140.00
		FOX MORNING ACTION NWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/24/12	08/30/12	MTWTF--		2				\$70.00		0.00			
E 4	WAWS	08/24/12	08/30/12	Action News @ 8a Action News @ 8a	CM	8:00 AM-9:00 AM	MTWTF--	:30	2	\$70.00	P-1	0.00	NM	2	\$140.00
		FOX MORNING ACTION NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/24/12	08/30/12	MTWTF--		2				\$70.00		0.00			
E 5	WAWS	08/24/12	08/30/12	M-F 11a-12p Steve Wilkos	CM	11:00 AM-12:00 PM	MTWTF--	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
		STEVE WILKOS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/24/12	08/30/12	MTWTF--		3				\$150.00		0.00			
E 6	WAWS	08/24/12	08/30/12	M-F 12p-1p Jerry Springer	CM	12:00 PM-1:00 PM	MTWTF--	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
		JERRY SPRINGER													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/24/12	08/30/12	MTWTF--		3				\$150.00		0.00			
E 7	WAWS	08/24/12	08/30/12	M-F 1p-2p Jeremy Kyle	CM	1:00 PM-2:00 PM	MTWTF--	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
		JEREMY KYLE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/24/12	08/30/12	MTWTF--		3				\$150.00		0.00			
E 8	WAWS	08/26/12	08/26/12	Action News Sunday/Eye Action News Sunday/Eye On	CM	10:30 AM-11:00 AM	AI-----S	:30	1	\$40.00	P-1	0.00	NM	1	\$40.00
		ACTION NEWS: LOCAL POLITICAL NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1				\$40.00		0.00			
E 9	WAWS	08/24/12	08/30/12	M-F 5p-530p Family Feud	CM	5:00 PM-5:30 PM	MTWTF--	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		FAMILY FEUD													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/24/12	08/30/12	MTWTF--		2				\$300.00		0.00			
E 10	WAWS	08/24/12	08/30/12	M-F 530p-6p Family Feud	CM	5:30 PM-6:00 PM	MTWTF--	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
		FAMILY FEUD													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/24/12	08/30/12	MTWTF--		3				\$300.00		0.00			
E 11	WAWS	08/24/12	08/30/12	M-F 6p-630p How I Met Your Mother	CM	6:00 PM-6:30 PM	MTWTF--	:30	1	\$280.00	P-1	0.00	NM	1	\$280.00
		HOW I MET YOUR MOTHER													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/24/12	08/30/12	MTWTF--		1				\$280.00		0.00			
E 12	WAWS	08/27/12	08/27/12	Mon Spec Mon Spec	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		HOTEL HELL (2 HR SF)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		1				\$2,000.00		0.00			
E 13	WAWS	08/28/12	08/28/12	Tue Reg 2 Tue Reg 2	CM	9:00 PM-10:00 PM	T-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		MASTERCHEF													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-----		1				\$2,400.00		0.00			
E 14	WAWS	08/24/12	08/30/12		CM	10:00 PM-10:30 PM	MTWTFSS	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00

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Fox 30 JAX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 10p-1030p											
				M-F 10p-1030p											
ACTION NEWS @ 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/24/12	08/30/12	MTWTFSS					1	\$600.00		0.00			
E 15	WAWS	08/24/12	08/30/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	MTWTFSS	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
ACTION NEWS @ 1030PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/24/12	08/30/12	MTWTFSS					1	\$350.00		0.00			
E 16	WAWS	08/31/12	08/31/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	PI- - - - F - -	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
ACTION NEWS @ 1030PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- - - - F - -					1	\$350.00		0.00			
E 17	WAWS	08/24/12	08/30/12	M-F 11p-1130p Two And A Half Men	CM	11:00 PM-11:30 PM	MTWTF - -	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
2 1/2 MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/24/12	08/30/12	MTWTF - -					3	\$300.00		0.00			
E 18	WAWS	08/26/12	08/26/12	NFL Pre-Season NFL Pre-Season	CM	4:00 PM-7:00 PM (4:00 PM-7:00 PM)	- - - - - S	:30	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
NFL PRE-SEASON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - - - - S					1	\$2,600.00		0.00			
E 19	WAWS	08/31/12	08/31/12	Action News @ 5a Action News @ 5a	CM	5:00 AM-5:30 AM	- - - - F - -	:30	1	\$50.00	P-1	0.00	NM	1	\$50.00
ACTION NEWS AT 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- - - - F - -					1	\$50.00		0.00			
E 20	WAWS	08/31/12	08/31/12	Action News @ 7a Action News @ 7a	CM	7:00 AM-8:00 AM	- - - - F - -	:30	1	\$70.00	P-1	0.00	NM	1	\$70.00
FOX MORNING ACTION NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- - - - F - -					1	\$70.00		0.00			
E 21	WAWS	08/31/12	08/31/12	Action News @ 8a Action News @ 8a	CM	8:00 AM-9:00 AM	- - - - F - -	:30	1	\$70.00	P-1	0.00	NM	1	\$70.00
FOX MORNING ACTION NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- - - - F - -					1	\$70.00		0.00			
E 22	WAWS	08/31/12	08/31/12	M-F 12p-1p Jerry Springer	CM	12:00 PM-1:00 PM	- - - - F - -	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- - - - F - -					1	\$150.00		0.00			
Totals													40	\$13,400.00	